LAST CALL TO EUROPE 2020

The role of Enterprises for a Smart, Sustainable and Inclusive Europe

19 June 2015, Milano Expo site
LAST CALL TO EUROPE 2020
Fondazione Sodalitas is hosting **Last Call to Europe 2020**, an International Conference focused on enhancing enterprises’ commitment towards the Europe 2020 strategy to accomplish Smart, Sustainable and Inclusive growth in the next five years. You are invited to Milan on 19 June at the World EXPO 2015 site. You will have the opportunity to meet and speak to some of the enterprises most committed to sustainability issues and front runners in Europe. At the morning Plenary session, European Commission representatives, Italian CSR Europe members, Business Organization Presidents and Worldwide/European CEOs will bring their experience on the most relevant business challenges. You will have the privilege of meeting some of the most impactful international speakers on sustainability. The **afternoon session** will be composed of 3 international workshops focused on the most impactful drivers for smart, sustainable and inclusive growth in Europe for 2015-2020. The workshops will give you the opportunity to learn how to improve your business opportunities in ways you might not have considered so far. Pre-registration at [www.sodalitas.it](http://www.sodalitas.it)
EXPO 2015

The World EXPO Milano 2015 exhibition, focused on “Feeding the planet, Energy for life”, aims to create a worldwide occasion for international dialogue on the dramatic challenges faced to secure a sustainable environment into the future.

The last Call to Europe 2020 represents an opportunity to meet with some of the most advanced European and international enterprises working to achieve a more equitable and sustainable Europe for millions of European citizens.

The Conference has gained the patronage of the Milan EXPO and the European Commission and is one of the major events to take place during the Milan Exhibition which is expected to attract 20 million visitors.

More information at www.exp2015.org
See why “Milano is the place to be” in 2015!

THE MILAN MANIFESTO - ENTERPRISE 2020
WILL FOCUS BUSINESS PRIORITY AND COMMITMENT TO ACHIEVE EUROPE 2020 OBJECTIVES IN A TIME OF EXTRAORDINARY CHALLENGES: DO MORE WITH LESS, PROMOTE SUSTAINABLE LIVING & CONSUMPTION LIFE STYLES, ESTABLISH NEW WELFARE SYSTEMS. SUSTAINABLE ENTERPRISES CAN MAKE A SUBSTANTIAL CONTRIBUTION TO BUILD A FUTURE OF GROWTH AND INCLUSION FOR ALL.

DIANA BRACCO, PRESIDENT OF FONDAZIONE SODALITAS AND PRESIDENT OF EXP2015

TOWARDS MILAN MANIFESTO - ENTERPRISE 2020

The preparation of the Manifesto is the result of an exhaustive process that included several meetings in Brussels with CSR Europe and its network of National Partner Organisations from all over Europe.
The Milan Manifesto – Enterprise 2020 will be officially launched at the international conference plenary session “Last Call to Europe 2020”.
The Milan Manifesto is the strategic direction that CSR Europe and its network of National Partner Organisations will share with the European Commission. It represents the contribution that businesses can make to reach the goals of Europe’s 2020 strategy for smart, sustainable and inclusive growth.
WHAT’S IN IT FOR YOU

PROFESSIONAL EMPOWERMENT
This conference is a must for European business leaders, EU policy makers, CSR Europe’s National Partner network and companies.

Sustainability professionals are especially invited to participate as well as managers from nonprofit organisation who believe profit-nonprofit partnerships to be a winning strategy for their future development.
Public authorities and local entities are also invited in order to boost public-private partnership to face societal challenges.

The conference will also provide the opportunity to meet Italian and European Institutions, European Commission Officials, CSR Europe and representatives from CSR Europe’s National Partner Organisations.

It is going to be a very important occasion to get in touch with some of the worldwide most qualified key players on sustainability.

EXTRAORDINARY EXPO EXPERIENCE
145 different food cultures are gathered together for a fantastic taste journey. Italy, EU and your own country Pavilions will welcome your visit.

EXCITING ARTISTIC AND CULTURAL SIDE EVENTS
La Scala Theater, Leonardo’s master pieces, Museums, Fashion events, shopping opportunities, hundreds of exhibitions will inspire your stay.

Como Lake, Torino, Parma, Bologna, Portofino, Lugano... are only 1 hour from Milan.

Pre-registration at www.sodalitas.it
June 18
Palazzo Reale, Piazza Duomo
WELCOME DINNER
(by invitation)

June 19
10.30 - 13.45 // EXPO AUDITORIUM
MORNING PLENARY SESSION

10.30 - 11.00 // Registration of participants
Because of EXPO strict security procedures,
participant should enter EXPO site no later than 10.15

11.00 - 11.20 // Welcome
Giuliano Pisapia, Milano Mayor
Roberto Maroni, Lombardy Region President*
Opening session
Diana Bracco, President of Fondazione Sodalitas
and EXPO 2015

11.20 - 11.40 // Key note Speech on Sustainability challenges
Jeffrey Sachs, Earth Institute President, Columbia University*

Etienne Davignon, President of CSR Europe
Stefan Crets, Executive Director, CSR Europe
With the participation of CSR Europe company members and National Partner Organizations

12.40 - 13.20 // Business innovative sustainable vision
Alexandra Palt, Director CSR & Sustainability, L’Oreal
Patrizia Grieco, President ENEL
Giuseppe Recchi, President Telecom Italia
Arnaud Mourot, co-director Ashoka Europe

Moderator: Valerio de Molli,
The European House-Ambrosetti

13.20 – 13.45 // Closing remarks
Elzbieta Bienkowska, Commissionner DG Grow*
Giorgio Squinzi, Confindustria and Mapei President

NETWORKING LUNCH, EXPO SITE (by invitation)

15.00 - 17.00 // EXPO SITE
INTERNATIONAL WORKSHOPS
Focus on strategic growth drivers to foster smartness sustainability and inclusion

1) Growth is Smart
Key topics: disruptive and digital innovation, open innovation, connectivity and Big Data

2) Growth is Sustainable
Key topics: sharing economy, smart cities, circular economy

3) Growth is Inclusive
Key topics: social enterprise & social inclusion, welfare & wellbeing, new skills & jobs

Please check the latest update on www.sodalitas.it

* invited
FONDAZIONE SODALITAS

Established in 1995, by Assolombarda - the largest Italian employer federation, Fondazione Sodalitas has pioneered the diffusion of the CSR culture becoming the national reference on the matter.

Sodalitas’ corporate members - more than 100 medium and large enterprises - are engaged in developing innovative solutions for smart, sustainable and inclusive workplaces, communities and environment.

130 volunteer managers are committed to provide probono consultancy to enterprises, Nonprofit organisations, schools and Institutions to build a more equitable and cohesive society.

ABOUT CSR EUROPE

CSR Europe is the leading European business network for Corporate Social Responsibility.
Through its network of around 70 corporate members and 39 National Partners Organisations, CSR Europe reaches over 10000 companies.

CSR Europe addresses societal challenges through the Enterprise 2020 Initiative, which fosters collaboration, innovative practical action and shapes the business contribution to the European Union’s Europe 2020 strategy for smart, sustainable and inclusive growth. For more information visit www.csreurope.org